

**Timing: 3 Hours**

**60 Marks**

There will be Five Questions in all.

- Q1 would be compulsory and would carry 20 Marks
- In addition to Q1, there would be six questions. Each question would carry 10 Marks. Each of
- these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q.1) Discuss the case study with answers of following question (20Marks)

Mr. Walter Sullivan (owner of the Sullivan Auto World) has purchased small Ford dealership in 1983, after the many years; the dealership built their good reputation as one of the best in city. In 1999, he decided to move locations of dealership to more populated area closer to major intersections. With sudden death of Mr. Walter at the age of 56 years, her younger daughter Ms. Carol Sullivan who is health care manager by profession taken over the charge of family business and which is not running well these days, profit margins continuously decrease over the years due to increase in fuel prices, interest rates, mainly poor performance of the service department. Ms. Carol wonders whether a turnaround is possible.

Question:

- 1.How Does Marketing Cars Differ from Marketing Services for Those Same Vehicles? 10
2. what Advice Would You Give to Carol on Future Strategy for the Business? 10

Q.2 Any two from (a) or (b) or (c). 10

- a) Discuss concept of product.
- b) Write a note on service classification.
- C) Explain features of service with examples.

Q.3 Any two from (a) or (b) or (c). 10

- a) Write a note on psychological factors of consumer behaviour.
- b) Discuss different member of buying Centre of an organization.
- C) What is the meaning of consumer behaviour explain social factors?

Q.4 Any two from (a) or (b) or (c). 10

- a) Write a note on physical evidence.
- b) Discuss meaning of service marketing and explain its objective.
- C) Explain any 4Ps of service marketing.

Q.5 Any two from (a) or (b) or (c).

10

- a) Discuss components of customer relationship management.
- b) Write a note on effective service failure.
- c) Explain service recovery and why It is crucial.

Q.6 Any two from (a) or (b) or (c).

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- a) Write a note on service marketing triangle.
- b) What is the meaning of quality? Explain its quality process.
- C) Discuss on peer to peer sharning.

Q.7 Any two from (a) or (b) or (c).

10

- a) What is the meaning of service and explain service redesign.
- b) Explain Importance dimension of service quality.
- c) What are the different types of New service?